

Goal: ECONOMIC VITALITY

Desired Community Condition(s)

The economy is diverse and broad-based.

Program Strategy: OFFICE OF ECONOMIC DEVELOPMENT

39510

Partnerships with Business and Community (Office of Economic Development)

Department: CHIEF ADMINISTRATIVE OFFICER

Service Activities

Film Office

Partnerships - Business/Community

Strategy Purpose and Description

The purpose: encourage a more diversified and vital economy by providing a stable, predictable, and supportive business environment through partnering with existing business and community organizations to provide support, information, and linkages to city services. Focus on "economic base" employers.

This is achieved by working with public and private sector entities, including Sandia National Laboratories, the University of New Mexico, TV-I, the federal legislative staff, State of New Mexico Economic Development Department, the Greater Albuquerque Chamber of Commerce, Economic Forum, Albuquerque Economic Development, Rio Rancho Economic Development, Albuquerque Hispano Chamber, Next Generation Economy, and large and small individual business interests, as well as city administration and city council and its staff, to form a "seamless web" of economic development opportunity.

The customers: Citizens, staff of private and public sector organizations, elected officials

Changes and Key Initiatives

Continued support for Small Business Initiatives, to further develop opportunities for local companies to expand.

Communicate the importance of economic development to the community.

Continue to support Economic Cluster initiatives for recruitment, expansion/retention, and business formation.

Expand new mechanisms to foster business start-ups.

Develop strategy for increased cooperation, coordination, and communication between various economic development entities.

Input Measure (\$000's)

2001	110	110 GENERAL FUND	338
2002	110	110 GENERAL FUND	338
2003	110	110 GENERAL FUND	290
2004	110	110 GENERAL FUND	708
2005	110	110 GENERAL FUND	1,022
2006	110	110 GENERAL FUND	1,152

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Growth in jobs, wages and benefits and gross receipts and lodger's tax because of an increase in high tech, higher paying, and diversified industries	# of manufacturing jobs	2001	tbd		27,100	
		2002	tbd		24,800	

2003	tbd	23,400	
2004	tbd	22,600	
2005	TBD	NA	<i>Nationally growth in manufacturing is declining and this measure is not valid any longer. New measures will be established</i>
2006	22,700	NA	<i>Nationally growth in manufacturing is declining and this measure is no longer valid.</i>

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.	<i>Growth rate of gross receipts tax</i>	2001			5.3%	
		2002	3.9%		0.7%	
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.		2003	1.5%		2.5%	
		2004	3.8%		9.1%	
		2005	3.8%			<i>Actual percentage unavailable at publication</i>
		2006	3.8%			

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.	<i>Growth rate of Lodgers' Tax</i>	2001			-2%	
		2002	2%		-2.0%	
		2003	0%			
		2004	0.5%		4.5%	
		2005	0.5%	.01% est	.01% est	<i>Final percentages not available at publication</i>
		2006	0.5%			

Goal: **ECONOMIC VITALITY**
Parent Program Strategy: OFFICE OF ECONOMIC DEVELOPMENT
Department: **CHIEF ADMINISTRATIVE OFFICER**

Service Activity: Film Office

3958000

Service Activity Purpose and Description

The mission of the Albuquerque Film Office is to promote and attract the film industry to the City of Albuquerque, that will result in a positive economic benefit through the employment of local workers as crew members, actors and extras and through the use of goods and services such as hotels, lumber yards and equipment rentals.

The media/entertainment industry is characterized as being a high spending industry over a short period of time. New Mexico's film financial incentives are the most aggressive in the United States.

Changes and Key Initiatives

Establish one or more media/film studio through private sector partners. Report on the status by the end of the third quarter, FY/06.

Input Measure (\$000's)

2006 110 110 GENERAL FUND 144

Strategic Accomplishments

FY/04 Created Film Liaison Position. Streamlined permitting process. Created Mayor's Film, Digital Media and Theatre Advisory Board.

Supported TVI Workforce training program for below-the-line film technicians.

Assisted eight movies that filmed in the Albuquerque area in FY/05.

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of leads	2006	TBD			

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of production man days	2006	TBD			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Albuquerque is a film friendly city survey results	2006	see notes			survey to be developed

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Service Activity: Partnerships - Business/Community

3961000

Service Activity Purpose and Description

The City continues to be a strong partner in a variety of activities that support the recruitment, expansion/retention, and formation of economic base companies.

The Next Generation Economy Initiative was funded initially by the Department of Energy and will increase Central New Mexico's capacity to compete in the new global economy. An analysis of economic drivers has identified existing industry clusters that can be strengthened. These include optics/photonics, electronics/aviation manufacturing, micro systems, biomedical/ biotech, information technology/software, artisan manufacturing, and tourism. The project formed a 501-c-3 non-profit organization to act as an umbrella organization for regional collaborations on cluster development. The Board of Directors includes partners from SNL, UNM, AFRL, industry cluster representatives, and regional economic development organizations.

Changes and Key Initiatives

Continue expansion of small business support programs and outreach.

Continue feasibility analysis and support for establishing Albuquerque as an air cargo transit hub (with Aviation).

Continue to work with Planning, Aviation, AED on "certified sites" program.

Continue cooperative partnership for the development of key employment centers, such as North I-25, Sandia Science and Technology Park and Double Eagle II, and potential areas in the South Valley and Mesa del Sol. Support the efforts to retain and expand the missions at Kirtland Air Force Base, including the potential for a technology park in conjunction with the Air Force Research Laboratory.

Partner with NextGen and other community organizations to identify and strengthen industry clusters and the local economy. Develop benchmarks and measures of economic vitality.

Input Measure (\$000's)

2002	110	110 GENERAL FUND	338
2003	110	110 GENERAL FUND	290
2004	110	110 GENERAL FUND	708
2005	110	110 GENERAL FUND	1,022
2006	110	110 GENERAL FUND	1,008

Strategic Accomplishments

FY/02: Successful development of cluster specific actions such as workforce development initiatives. Development of a Microsystems Institute, partnerships established between major R&D institutions for collaborations on technology commercialization, with an emphasis on stimulating local jobs and prosperity. Educational institutions involved in cluster identification for curriculum development.

FY/03: Reviewed and updated the community's Economic Vitality Action Plan.

Initiated establishment of expanded Albuquerque Film Office with expanded marketing capabilities.

Partnered with Sandia National Labs, KAFB, local, state and federal entities and private sector to provide infrastructure for Sandia Science and Tech Park.

Partnered with other regional entities, state and federal, to provide infrastructure for development of Double Eagle II as an employment center.

Continued to partner and support Next Generation and industry clusters, including establishment of a microsystems foundry, establishment of entrepreneurial/leadership training, and collaborating on information/media campaign.

FY/05: Expanded infrastructure for development of Aviation Technology Park at Double Eagle II as an identified preferred employment center for aviation-related economic cluster businesses (with Aviation, Planning, Municipal Dev't.; Funded programs for development of Economic Clusters, through efforts of AED and NextGen; Continued participation and support for the development of the Sandia Science and Technology Park and the Research and Technology Park @ UNM, and Phillips Technology Center at AFRL; cosponsored New Mexico/Taiwan workshop on technology parks best practices; Began implementation of Small Business Initiatives Proposal, which includes recommendations for implementing the Local Economic Development Act, creating an incubator, implementing the Community Development Incentive Act (IRB Light), supporting UNM's programs for entrepreneurship development, additional support for small business revolving loan funds, additional support for AED's existing industry expansion/retention program, and creating a Small Business Assistance Information Package; Local Economic Dev't. Act and Development Incentives Act (IRB Light) passed; Supported WESSTCorp incubator development program; Cosponsored second annual Suppliers Showcase for local vendors and small businesses (with Sandia National Laboratories); Recruitment of TempurPedic and Aviation Technology Group; approval of Industrial Revenue Bonds for expansion of Eclipse Aviation; Ktech Corporation IRB; Analysis of business and technical assistance programs for small-to-mid-sized businesses;

Output Measures	Year	Projected	Mid-Year	Actual	Notes
Industry cluster developments	2001				5% growth in cluster related businesses 1 new partnering opportunity developed for each cluster
	2002	see notes			5% growth in cluster related businesses 1 new partnering opportunity developed for each cluster
Industry cluster developments	2003	see notes			5% growth in cluster related businesses 1 new partnering opportunity developed for each cluster
	2004	see notes			5% growth in cluster related businesses 1 new partnering opportunity developed for each cluster
	2005	see notes			OED funded programs for the development of economic clusters through the efforts of AED and NextGen. Development of Aviation Technology Park at Double Eagle II Airport has been identified as a preferred employment center for aviation-related economic cluster businesses.
	2006	see notes			